

BONWIT TELLER & CO.

The Specialty Shop of Orginations
FIFTH AVENUE AT 38TH STREET

Individualized Spring Modes in

DRESS PUMPS & OXFORDS

for Women & Misses

14.00

Dress Oxfords in patent or dull leather or dark brown kidskin. Dress spat pumps in patent or dull leather with hand-turned soles; also a large tongue Duchess model in patent leather, black or brown Russian calfskin with light welted soles and slender Louis XVI. heels.

SPECIAL VALUE MONDAY

Dressy French Tie Slippers... Made on French last in black kidskin or patent leather with hand-turned soles and slender Louis

Women's Silk Hosiery 2.75 Three Pairs 8.00

Medium weight silk of an exceptional wearing quality. In black, white, chestnut, beige, navy and various shades of gray.

Women's Silk Hosiery 3.50 Three Pairs 10.35

Superior quality all silk hose in black or white only. Novelty Silk Hosiery.... 2.95 to 9.50 An extensive assortment of exquisite novelty silk hose, including openwork insteps and hand-embroidered clox in a diverse range of designs.

SILK UNDERGARMENTS

Satin Nightgowns.... Shoulder strap model of fine quality satin trimmed with georgette crepe and ribbons. Georgette Chemises.....

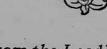
Empire model with strap shoulders, flower and ribbon trimming. Silk Chemises..... Regular and envelope chemises of meteor and crepe

de chine, plain tailored or lace trimmed. Crepe de Chine Chemises..... 3.85 Empire and straight models; tailored or lace trimmed, ribbon shoulder straps.

WOMEN'S NEGLIGEES VERY SPECIALLY PRICED

Negligee Set Of Crepe de Chine; slip-coat of lace and chiffon. Ribbon trimmed.

Breakfast Coats.... Pocketed model of taffeta with silk ruching.



From the Leading French Modistes Come Newer

PARIS MILLINERY

These additional original Paris models complete one of the most comprehensive exhibits of Paris Millinery ever assembled by this shop. 'Also copies, adaptations and Bonwit Teller & Co. originations, so diversified in style as to consult every individual taste.

The TAILORED MILLINERY introduces many originalities in hats for immediate wear.

Tailored Suits Are Inseparable from Smart

BLOUSES & SHIRTS

Especially featured are exquisite French handmade blouses, costume blouses in Chiffon, Taffeta Silk and Georgette Crepe, smart overblouses in short Cuirass or basque types and feminized tailored shirts of linen, muslin and silk shirtings.

An Unusually Large and Choice Collection of

FUR SCARFS

Animal and Novelty Scarfs of Rare and Choice Peltry

Kolinsky	25.00
Kit Fox	29.50
Mole	32.50
Squirrel	45.00
Lucille Fox	45.00
Japanese Sable	45.00
Stone Marten	48.50
Hudson Bay Sable	95.00
Fisher	95.00
Russian Sable	

Personally selected by a special representative of this Shop, at the recent Fashion openings of the Paris Grand Couturieres.

An Exhibit Monday of the Latest

Parisian Fashion Achievements In

WOMEN'S ORIGINAL PARIS MODEL GOWNS

WOMEN'S GOWN DEPARTMENT-SECOND FLOOR

Afternoon & Evening Gowns From

CALLOT DRECOLL MILER SOEURS

ARNOLD RENEE CHANEL



The finest expressions of the mode are presented in this Shop's

WOMEN'S TAILORED SUITS SECOND FLOOR

59.50 to 295.00

Severely plain as affected by one type of woman, trimmed models that bespeak another personality or more elaborated as demanded by the most dressy occasion, developed in Tricotine, Covert Cloth, Poiret Twill and novelty checked Worsteds.

MISSES' TAILORED SUITS THIRD FLOOR

45.00 to 165.00

To portray the elusive charms of youth has proved an inspiration for varying "Jeune Fille" suit silhouettes, exampled by Eton, Box, Godet flared, bloused and pinched waist models. In Tricotine, Poiret Twill, Serge and Worsted Checks. Sizes 14 to 18.

These ready-for-service suits reveal such a mastery in the art of custom tailoring and fit as to eliminate all but slight alterations:



As Parisian as Paris can design them are these exquisite

HANDMADE FROCKS

The typical Parisienne is recognized by her "flair," her atmosphere of Fashion, an aura which is intangible, yet one that the French Couturieres translate so successfully into their little handwork affairs of cotton, voile and handkerchief linen.

Also an interesting assemblage of distinctive Day Frocks in taffeta silk, satin, tricotine, Poiret twill and serge.

Smart Lines & Individual Touches Lend Charm to

CAPES and COATS

Accordion pleated capes are one of the newest notes. Large collars in both Capes and Coats, while embroidery, cable stitching and fur treatments are given expression in duvetyn, peachbloom, marvella, fortuna, val de cygne, chatoyant, wool velour and tricotine.

New Fashion Developments in Women's and Misses'

SPORTS APPAREL

Featuring topcoats, greatcoats, capes, golf jackets and Sport Suits developed in Genuine "Worumbo" Camel's Hair Cloth in the natural and other attractive shadings. Also Sport Suits in handloomed Glen Logan Tweeds, Cricket Cloth, English Shetlands, leather and tweed or wool jersey and novelty combinations.